

SME WEEKLY NEWS

(9 May 2016 – 13 May 2016)

Countries	Highlights
<p>MALAYSIA</p> <p>Govt Targets 30% SME Products in Hypermarkets by 2020</p>	<p>The Government wants hypermarkets and supermarkets in the country to ensure that 30% of their inventories should comprise goods manufactured by SMEs by 2020. Last year in 2015, these outlets only managed to put 15% of SME products on their shelves. The Ministry of Domestic Trade, Cooperatives and Consumerism plans to work with all hypermarkets and supermarkets to ensure that the target is met.</p> <p style="text-align: right;"><i>(Source: Bernama, 9 May 2016)</i></p>
<p>MALAYSIA</p> <p>A slice of the halal cake</p>	<p>Halal certification is something that local businesses should strive for because Malaysia's halal stamp is universally recognised and confers a definite advantage in the export markets. With the growing Muslim population in the world, the growth opportunities for halal industries are enormous. By 2030, the Muslim population is expected to rise to 2.2 billion or 26%. The Government has allocated RM100mil in grant for the halal industries in Budget 2016 to be used to assist SMEs elevate the standard and quality of products and services. SMEs should take initiative to apply for the grant and utilise the financial resources to improve the quality of their products through attaining halal certification, as well as those of international standings like the Good Manufacturing Practice (GMP).</p> <p style="text-align: right;"><i>(Source: The Star, 9 May 2016)</i></p>
<p>MALAYSIA</p> <p>CM confident about Sabah SMEs</p>	<p>The number of SMEs in Sabah, over the past five years, grew 65% to 40,884 as at end-Dec 2014. Chief Minister YBhg. Datuk Seri Musa Aman said he was optimistic the numbers would continue to grow in the near future, supported by various incentives offered by the state and federal governments. He also said about 92% of Sabah's SMEs were involved in the services industry while the remainder were in the manufacturing, construction, agriculture, mining and quarry sectors.</p> <p style="text-align: right;"><i>(Source: Daily Express, 12 May 2016)</i></p>
<p>MALAYSIA</p> <p>Google Malaysia wants to help Malaysian SMBs connect online</p>	<p>In collaboration with SME Corp and Maxis, Google Malaysia has launched a small and medium business (SMB) focused 'Go Digital' themed workshop to help more Malaysian SMBs utilise the internet to grow their business. Through its efforts, Google will be lending a helping hand to Malaysian businesses that either have no online presence or are looking to step up their digital presence both domestically and internationally.</p> <p style="text-align: right;"><i>(Source: Marketing, 11 May 2016)</i></p>

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<p>THAILAND</p> <p>SME business confidence up again in Q1</p>	<p>SMEs' business confidence continued rising from late last year to early this year on the Government's economic stimulus, according to TMB Analytics. The TMB-SME Sentiment Index rose for the second quarter in a row for the first time in nearly four years to 42.1 in the first quarter of this year. In the fourth quarter of last year, the figure was 40.5 and, in the third quarter, bottomed out at 34.2. Scores below 50 indicate low confidence. The Government's additional batch of economic stimulus measures for the short and long terms from late in the third quarter of last year to this past March. The stimulus measures could help boost purchasing power and money circulation in the economic system. Business owners gained confidence in their income improving as a result of the Government's support for the economy.</p> <p><i>(Source: The Nation, 10 May 2016)</i></p>
<p>SINGAPORE</p> <p>Cautious suppliers lean on retailers to pay earlier</p>	<p>Retailers are facing cash flow pressure as creditors turn cautious and demand faster payments amid the retail industry headwinds. To avoid a cashflow crisis, retailers need to act swiftly, said DP Information Group, which analysed corporate payment behaviour across eight industries. To tackle the cashflow problem, it suggested retail firms work to curb overheads, rethink their business approach, assess credit needs, manage currency risks, review their purchasing plan or join a credit bureau. According to the report, retail SMEs took just 12 additional days to settle their accounts in Q1 2016, versus the days turned cash (DTC) average of 29 days for Singapore companies. DTC refers to the number of days a company takes to pay a creditor once the debt is due. DP Information suggested that retail firms might want to review their existing business approach, such as cutting their dependence on manpower or launching online retail sales, to ensure cashflow does not become an issue. Alternatively, firms might choose to make smaller and more frequent purchases so that less of the company's money is tied up in payables and inventory.</p> <p><i>(Source: Business Times, 10 May 2016)</i></p>
<p>INDONESIA</p> <p>Google Indonesia aims to boost online presence for local SMEs</p>	<p>In Indonesia, Google is busy working on projects to expand the online horizons of SMEs that should work in favor of the company's business in Indonesia over the long term. To help alleviate this discrepancy of SMEs, Google Indonesia claims that it has assisted up to 7,000 SMEs in Indonesia over the last five years, encouraging SMEs to take advantage of Google's accessible online resources as much as they can. For one, the prominence of Google's MyBusiness feature has made searching for businesses on the search engine much easier. Touted as a way to help boost the online presence of SMEs, the feature enables businesses to register and put in their details, such as opening times, so that they have a presence on Google Maps.</p> <p><i>(Source: The Jakarta Post, 3 May 2016)</i></p>

“Into the deep end”



Having seen many companies succeed and failed over the years while he took charge of branding activities at such big companies as IBM, Microsoft Malaysia, Oracle Malaysia and Courts Mammoth, Chris Yong thinks he knows a good business opportunity when he sees it. Right now, he's pretty sure women's cosmetics is where the money is at.

And that's where he has jumped into the deep end of the pool, having started his own company, Skinworkz in 2012 to produce his own skincare brand, Neesya.

Neesya, which offers a complete skincare range and positions itself as a specialist in radiant skin, is available in 45 Watson outlets said Yong whose office in SS2 Petaling Jaya employs a team of 47. Neesya means "butterfly" in ancient Greek, which is a symbol of transformation.

"Executing a good idea is the hard part. For the last four years, we have tried to establish Neesya as a brand that is bold, innovative, stylish and confident. We want to increase the distributorship network as we want the mass market to buy it," says Yong.

Source: www.thestar.com.my

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